



DALLAS COUNTY SCHOOL SYSTEM

2026 - 2029 Strategic Plan of Action



Executive Summary

School System Profile

With an average enrollment of 3,000 - 3,500 annually, the Dallas County School System is a traditional public school system that serves grades Pre-K to 12th grade, and is located in Selma, Alabama. DCSS serves students throughout the rural and historic communities of Dallas County, which means that it plays a central role in educating students in the heart of Alabama's Black Belt region, which is an area known for its deep cultural heritage and significant place in the Civil Rights Movement.

The school system is divided into three zones. Each zone encompasses the rural outskirts of the city of Selma, Alabama. At the time of the launch of the strategic planning process (the 2024-2025 school year), the following 13 school campuses comprised the district:

Western Zone

- Keith Middle High School
- Salem Elementary School

Southern Zone

- Southside Primary School
- Southside High School
- Bruce K. Craig Elementary
- Tipton-Durant Middle School
- Alternative Learning Center (on the campus of TDMS)
- Dallas County Career Technical Center

Northern Zone

- Dallas County High School
- James E. Terry Elementary School
- William R. Martin Middle School
- Valley Grande Elementary School
- Brantley Elementary School



As of the 2025-26 school year, DCSS is comprised of 11 school campuses, as listed below.

Current DCSS Schools

Western Zone

- Keith Middle High School
- Salem Elementary School

Southern Zone

- Southside Elementary School
- Southside High School
- Tipton-Durant Middle School
- Alternative Learning Center (on the campus of TDMS)
- Dallas County Career Technical Center

Northern Zone

- Dallas County High School
- William R. Martin Middle School
- Valley Grande Elementary School
- Brantley Elementary School

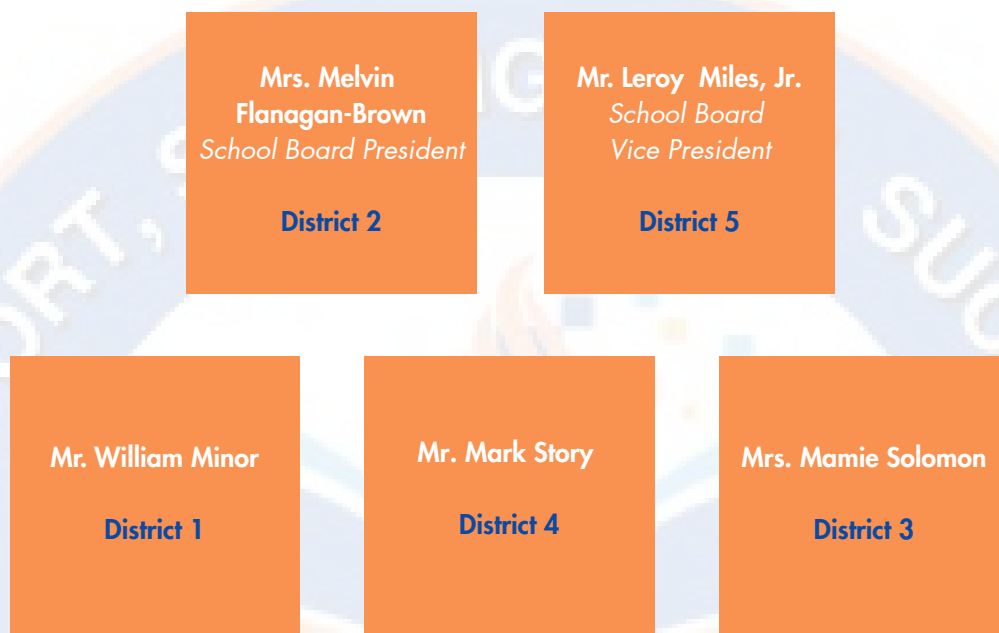
As it pertains to the mission and vision of DCSS, the Dallas County School System is committed to educating, empowering, and equipping every student to be productive citizens. Its mission centers on fostering academic excellence, nurturing student development, and preparing learners to thrive in a global society. There are 10 departments that comprise the Dallas County School System’s Central Office:

Assessments
Business & Finance
Child Nutrition
Federal Programs
Student Support

District Programs
Human Resources
Office of the Superintendent
Technology
Transportation

DCSS is overseen by a locally elected Board of Education and led by the Superintendent. Here is a listing of the **former and current** local elected school board members who comprise DCSS's Board of Education:

Past School Board Members *(During Time of Strategic Planning Data Collection)*



Current School Board Members



For more information about the district, we recommend visiting: <https://www.dallask12.org>

2026 - 2029 Strategic Priorities

PRIORITY 1: COHESIVE VISION + INFRASTRUCTURE

Strategic Objective:

Establish and implement a unified system of documented vision, policies, procedures, and frameworks to ensure consistency, clarity, and continuity across all schools and all departments of Dallas County.

Explanation:

By codifying Dallas County School System's practices (e.g. from instruction and operations to communication and professional development and so much more), DCSS ensures that institutional knowledge is preserved, staff expectations are clear, practices are aligned system-wide, and there is more sustainability, efficiency, less confusion, organization, and ease to the work you do.

PRIORITY 2: STRENGTHENING SUPPORT & ACCOUNTABILITY

Strategic Objective:

Create an integrated system of responsive supports and aligned accountability measures that empower staff, improve performance, and drive continuous improvement at every level.

Explanation:

A successful district provides meaningful support (be it coaching, tangible resources, training, or other forms of development) while holding individuals and teams accountable to shared goals and standards. Balancing these elements fosters a culture of excellence, transparency, and mutual responsibility on everyone within DCSSS to drive student outcomes, staff engagement, and ultimately the district's overall health.

PRIORITY 3: DEEPER, STRATEGIC PARTNERSHIPS

Strategic Objective:

Build and sustain strategic partnerships with families, alumni, businesses, and community organizations to expand opportunities, enrich student and staff experiences, and strengthen the district's health and long term success.

Explanation:

Strong partnerships allow the Dallas County School System to amplify its profound impact beyond school and district walls. Whether through mentorship, funding, internships, thought leadership, or other offerings, community partners within the city of Selma, Dallas County, the Black Belt region, the state of Alabama, or the country at large bring vital resources and credibility. Intentional engagement turns stakeholders into co educators and champions of the Dallas County School System's success.

Sub-Priorities by Topic Area

MARKETING, BRANDING & COMMUNICATIONS

- Codify a district-wide communications framework and brand identity.
- Improve internal communication between central office and schools.
- Increase transparency and proactive communication with families.
- Position DCSS as a strong, community-rooted school system through storytelling.
- Expand use of digital platforms and media visibility.

FAMILY & COMMUNITY ENGAGEMENT

- Develop a comprehensive district family engagement strategy.
- Build trust and transparency with families.
- Strengthen partnerships with churches, nonprofits, and local leaders.
- Increase engagement among underserved family groups.
- Improve communication pathways for family concerns.

STUDENT CULTURE & CLIMATE/ DISTRICT PROGRAMMING

- Improve student morale and belonging.
- Expand extracurricular and enrichment opportunities.
- Strengthen student voice in district decisions.
- Improve attendance and reduce chronic absenteeism.
- Implement mental health and SEL supports.

OPERATIONS (FACILITIES, TRANSPORTATION, TECHNOLOGY)

- Implement a centralized work order system.
- Modernize safety and technology policies.
- Improve internal reporting systems.
- Improve facility maintenance response time.
- Strengthen cybersecurity and technology infrastructure.

TEACHING & LEARNING (INSTRUCTION)

- Define a clear PreK–12 student experience framework.
- Improve college and career readiness.
- Strengthen instructional coaching and professional learning.
- Expand innovative teaching strategies.
- Increase student engagement and rigor.

HUMAN RESOURCE MANAGEMENT (STAFF CULTURE, LEADERSHIP, CLIMATE)

- Codify HR systems and employee lifecycle processes.
- Implement transparent promotion and career pathways.
- Strengthen leadership accountability.
- Develop internal leadership pipelines.
- Improve staff wellness and morale.

Sub-Priorities by Topic Area

FINANCE & DEVELOPMENT (FUNDRAISING)

- Restore financial transparency and trust.
 - Auditing Results - Improved financial audit reports year after year
 - Comms/Media - Positive public reporting of good financial performance/health
- Improve financial oversight, reporting, and more timely distribution of funds.
 - Budget to Actuals - % of funds allocated within the 1st half of the school year
 - Internal Reporting - 1) Monthly reports provided to the elected school board members, 2) Continue providing electronic/online access to all district staff via DCSS website
 - External Reporting - Monthly submission of reports to the state department
- Develop diversified fundraising strategies, such as expanding grant and donor opportunities.
 - Capacity - Having a dedicated staffer or external support (e.g. contractor or volunteer) to drive active development efforts
 - Funds Raised - Amount of dollars generated from grants, donations, sponsorships, etc.



